


TO: Mr. Jon Zoler

FROM: Karen Eisen

SUBJECT: Sample Composition For Raffles
And Players Tracking



DATE: Jan. 18, 1983

Attached are the maps and listing for the revised number of interviews by county for Raffles and Players Tracking Research.

The two markets for Raffles are Atlanta and Rochester. In the Atlanta trading area 75% of the population is eligible for the sample. In the Rochester trading area 79% of the population is covered. For the Sampling Efficiency portion of the tracking study, 300 additional interviews will be conducted among non-menthol in the first wave, and county quotas will be set.

For Players, the two test markets are Portland and Phoenix. In the Portland trading area 79% of the population will be interviewed and in Phoenix, 93%. Again, for the Sampling Efficiency portion of the study, 300 additional interviews will be conducted among menthol smokers in waves one and two, and county quotas will be set.



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